

C2 Acquisition Portal

Enabling New Business Models



27 Oct 00

Presidents' Forum

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Outline

- **Motivation**
- **C2 Acquisition Portal Initiative**
- **Team**
- **Portal Walk Through**
- **Demonstration**
- **Next Steps**

New Business Model Drivers*

- **Decreasing Manpower: Down 40-50%**
- **IT cycle-times decreasing**
- **450 Days to create an official requirement**
- **Missing the windows of opportunity for the warfighter**
 - Agility
 - Moments of truth
 - Small victories as well as large
- **Commercial models exist today for effective partnerships and the technology to enable them**

***SAB presentation by H. Sorenson**

Presidents Forum

11 Jul 00

- **Action Item:** Lockheed Martin proposed to meet with ESC representatives to investigate potential options for demonstrating a C2 Portal at the next forum.
 - Task Leader: ESC/DI, OCR: ESC/EN, ESC/AC
- **Forum Recommendations:**
 - Initial focus on C2 Business
 - Interactive instead of just Broadcast
 - Integrate existing IT systems
 - Objectives
 - Expediency to field - Warfighter satisfaction
 - Changing Government - Industry business model
 - Commercial business practices
 - Maintain pace with commercial developments



An Enabling Tool

- **Strive for true “transparency” of the acquisition process for the warfighter**
 - Desired end state: Near-instant solutions
- **Provide tools to support Customer Relationship Management (CRM) Partnering**
- **Match existing solutions to Warfighter needs**
 - Leverage IT cycles and investment
- **Increase Communication**
 - Reach (number of participants)
 - Timeliness (much faster)
 - Quality (accurate, tailorable, searchable, archived)
- **Support dynamic communities of interest (user groups, experts, etc.)**
- **Reduce the cost of business and time to execute**
 - Reduce the barriers to entry and overall cost of sales

Portal Vision

(A Marketplace Portal)

The one-stop, electronic forum to support the Community in the business of buying, selling, defining and supporting C2 systems to meet the warfighter's needs

- **C2 Warfighter** - Convey requirements/needs and enable rapid response through future C2 capabilities
- **ESC** - Deliver C2 capabilities to the warfighter more effectively
- **Industry** - Provide performance and profit advantages via improved workflow processes



Initiative Goals

Illustrate the potential of deploying a web portal solution to facilitate the C2 community in using new and innovative business models

- Content is higher priority than “Gee-whiz” technology
 - State-of-the-art portal technology where possible
- Create an online demo marketplace for C2 Acquisition partners
- Challenge - show the potential of the “desired end-state”
- Consistency with other AF and AFMC efforts
- Live demonstration at President’s Forum - 27 Oct 2000
- Schedule
 - 16 Aug Kickoff
 - 27 Sep, 9 Oct, 17 Oct Spiral cutoffs
 - 23 Oct Dry run
 - 27 Oct Demonstration

Ground Rules

- **Industry led effort, with insight from ESC and MITRE**
 - Industry brings IT expertise
 - ESC brings insight in shaping content
- **Lockheed Martin leading industry effort**
 - Looking to include all interested players via “Hot-teaming”
 - Time and resources are the only limits
- **Everyone participates at their own expense**
 - Retain rights to anything brought to the table - No leave-behind
 - Those that contribute will get the credit!
- **All initiative products on the HERBB Program Planning Tool**
 - herbb.hanscom.af.mil/forums/aca-1/dispatch.exe/PresidentsForum-C2Portal



C2 Acquisition Portal Team

Leads: Peter Rogers, Lockheed Martin and Matt Mleziva, ESC/DI_

Industry

Cisco	Sun Microsystems	Compaq
MITRE	Lockheed Martin	
Plumtree	Microsoft	Oracle
Titan	CSC	Sterling Software

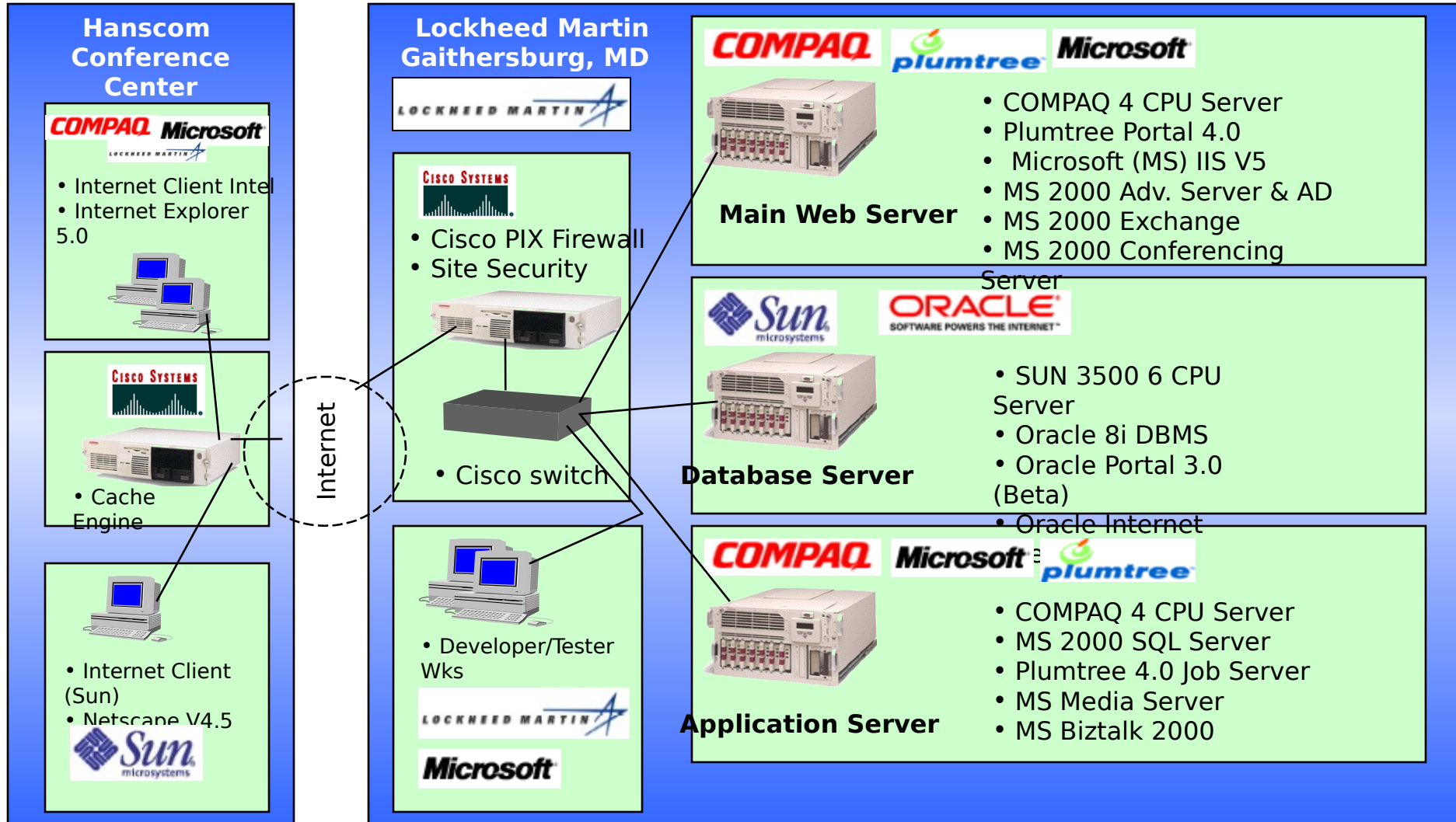
Government

ESC/DI	ESC/BP	ESC/AC
ABW/SC	ESC/GA	ESC/PK
ESC/IA	ESC/CV	AC2ISDC

**Integrating the Contributions of this Diverse Group
New Business Model**

Portal Architecture

(Customized Access From Any Client)



Standards-based, Integrated Products, Scaleable

Content Areas

Content, Applications, and Commerce

- **Who's Who in C2**
 - Names, contact data, program affiliation, organization chart
 - Expertise and interests
- **C2 Program Status - Enterprise Management**
 - Public domain information about new and existing programs - \$, status, ConOps, etc
- **C2 Acquisition**
 - Next Generation HERBB
- **Warfighter Needs**
 - AC2ISRC Tool set
 - Warfighter needs discussion
- **C2 Mall**
 - E-commerce with existing contracts for C2 products
- **Innovation Showcase**
 - Open tradeshow floor
- **C2 Art-of-the-Possible**
 - SPO efforts - P3I plans
 - CAOC.com
 - Industry offerings
 - Lab Efforts (DTL)
 - Warfighter feedback
- **Labs Initiatives**
 - NAL

Highlight a Wide Range of Potential Content - Excite All Users



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[Communities](#)

[Warfighters Needs](#)

[Art of the Possible](#)

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Who's Who in C2



[about](#)

People Lookup

Search

C2 Labs



[about](#)

[Network Applications Lab \(NAL\) Project Request Form](#)

C2 Acquisition Portal Vision



[Click for the portal overview](#)

Welcome to the C2 Acquisition Portal, the one-stop, electronic forum to support the Command and Control Community in the business of buying, selling, defining, and supporting C2 systems to meet the warfighter's needs

C2 Mall

Search using product names,
manufacturer names, part
numbers, etc.

Search



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C2 Acquisition

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[HERBB](#)

CBD (Commerce Business Daily)

[Commerce Business Daily](#)
[Announcements from the Electronic Systems Center](#)

Virtual Industry Days

[CBMS Virtual Industry Day](#)

C2 Innovation Showcase



[about](#)



COMPAQ



CSC



Microsoft

MITRE

ORACLE
SOFTWARE POWERS THE INTERNET™



[Participate in the Innovation Showcase Discussion](#)

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C2 Warfighter Needs



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[AC2ISRC Warfighter Homepage](#)

[AC2ISRC Tool Set](#)

[Participate in the Warfighter Direct Discussion](#)

Who's Who in C2



[about](#)

C2 Art of the Possible



[disclaimer and about](#)

Command and Control is the exercise of authority and direction by a properly designated commander over assigned and attached forces in the accomplishment of the mission. Command and Control functions are performed through an arrangement of personnel, equipment, communications, facilities, and procedures employed by a commander in planning, directing, coordinating, and controlling forces and operations in the accomplishment of the mission.

[C² Program P³I](#)

[Battle Labs](#)

[Exercises & Experiments](#)

[Community Conference Center](#)

[Industry IRAD](#)

Industry Research and Development (IRAD) activities are internally funded research by a company or corporation for the advancement of technology or business processes to satisfy





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Technology News

Technology

Federal Web sites still tracking users

Despite a White House prohibition, 13 government agencies are secretly using technology that tracks the Internet habits of people visiting their Web sites and, in at least one case, provides the information to a private company, a congressional review has

WashPost: AOL's mixed signals

C2 Program Status



Electronic Systems Center

(ESC)

Enterprise Management Portal

FUNDING-

[TBMCS Profile](#)

[GCSS Profile](#)

[DMS Profile](#)

CONOP-

[TBMCS Chart](#)

[GCSS Chart](#)

[DMS Chart](#)

1. Community-Wide Info Exchange

- **Perspective** : Warfighter, [Joe Warfighter](#)
- **Motivation**: Remote Intelligence warfighter looking for tools to support remote access to intelligence products and targets.
- **Business Process**: Dynamic capture of Warfighter concerns and needs

Take Away: Supports Communities of Interest Easily and Dynamically Across C2 (User groups, Experts, etc.)

2. One-To-One Relationship Building

- **Perspective** : TBMCS System Integrator, [John Industry](#)
- **Motivation**: Logs on sees comments on the Warfighter Needs discussion thread related to TBMCS
- **Business Process**: Dynamic feedback on spiral products and industry offerings

Key Away: User's Needs are Shared with the Target Audience
Involvement of Appropriate "Brokers"

3. Dynamic Product Feedback

- **Perspective** : Warfighter, [Joe Warfighter](#)
- **Motivation**: View next generation capability and provide feedback
- **Business Process**: Customer Relationship Management with direct access to decision makers, providing real-time information on next generation capabilities

Take Away: Suppliers and Users Have a Forum to Dynamically Exchange Information and Influence Results

4. Accurate Market Awareness

- **Perspective** : ESC SPO, [Major Fred ESC](#)
- **Motivation**: Market Research for solutions
- **Business Process**: Market Research for C2 solutions based on commercial IT, on-line solicitations and access to existing contracts

Take Away: Reduce the Cost of Business and Time to Execution

5. Reduce Barriers to Entry

- **Perspective** : Commercial IT Product Firm,
Jane Industry
- **Motivation**: Interested in selling product to the AF but can not afford large marketing force
- **Business Process**: On-line requests for products and solutions, trial licenses immediately available

Take Away: Barriers to Entry and Overall Cost of Sales Greatly Reduced, While Increasing Access to Commercial IT products

6. Acquisition Agility

- **Perspective** : ESC SPO, Major Fred ESC
- **Motivation**: Respond to warfighter needs through dynamic collaboration with the community and solicitation
- **Business Process**: Quick turn-around acquisitions to address warfighter needs

Take Away: Acquisition Process in Days/Hours **not** Weeks/Months
- Make the Acquisition Process Transparent

7. Leveraging Commercial Market

- **Perspective** : Commercial IT Product Firm,
Jane Industry
- **Motivation**: Make a sale
- **Business Process**: Enable on-line purchasing

Take Away: Reach Out to All Available Resources to Support Near-Instantaneous Solutions to the Warfighter

8. Accelerated Delivery

- **Perspective :** ESC SPO, Major Fred ESC
- **Motivation:** ESC SPO closes with Warfighter on the path to delivery
- **Business Process:** Spiral process, Warfighter involvement from need to solution

Take Away: “Moment of Truth” - Warfighter Need is Met

Initiative Results

- **Understand and present content and services that are of value to the C2 Acquisition Community**
- **Educate and excite Presidents Forum audience on the potential that portal technology could revolutionize C2 business**
 - Explore the road-ahead
- **Provide potential users a hands-on experience**
 - Website available for two weeks to collect feedback: myc2portal.com
- **Produce White Paper - More in-depth report on potential content, issues, implementation strategies, and business rules**

Deliverables: Demo, Live Website, White Paper, Feedback

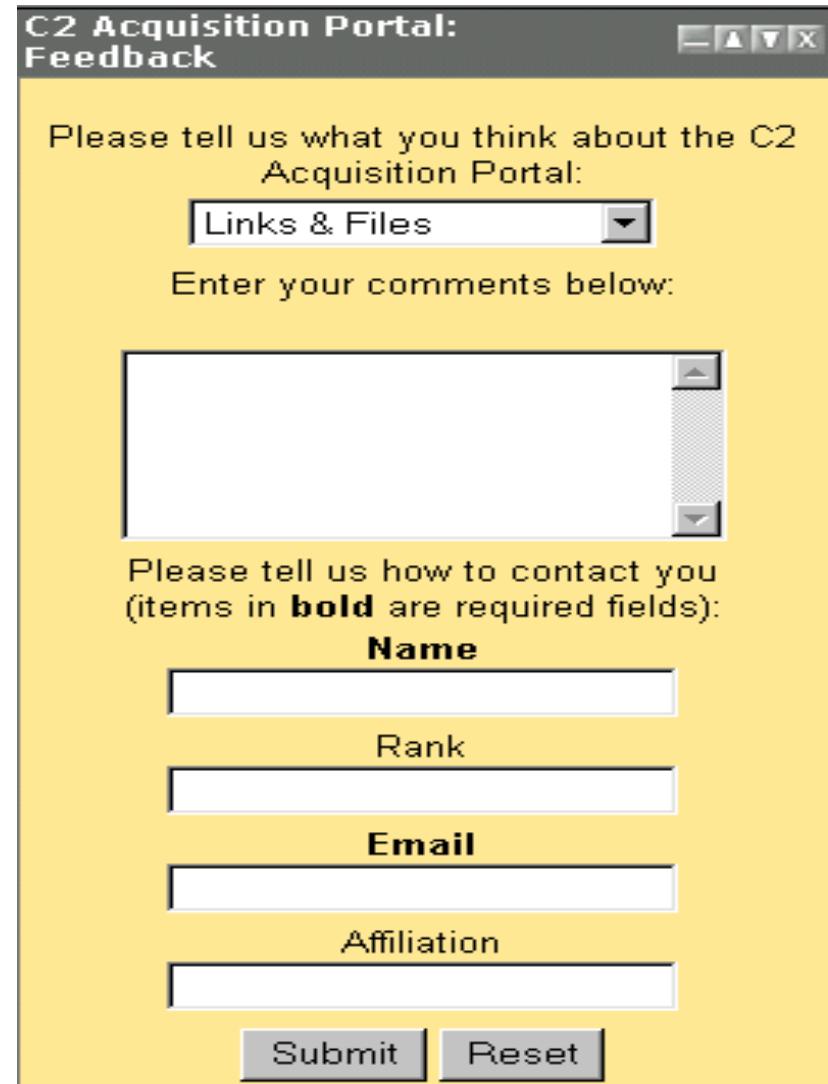
Portal Feedback

- **Facilitated Sessions**

- Collect recommendations
- 2 scheduled for ESC- 30 Oct, 3 Nov
- 1 scheduled at Langley AFB - TBD
- 1 can be arranged for Industry

- **New users**

- Login at myC2portal.com
- Set up your Home page - [Choose Gadgets](#)
- Browse the portal - Focus on understanding approach
- Use Feedback form to give impressions/recommendations

A screenshot of a web browser window titled "C2 Acquisition Portal: Feedback". The form has a yellow background and contains the following elements:

- A heading: "Please tell us what you think about the C2 Acquisition Portal:"
- A dropdown menu with "Links & Files" selected.
- A text prompt: "Enter your comments below:"
- A large text area for comments.
- A heading: "Please tell us how to contact you (items in **bold** are required fields):"
- Four input fields, each with a label above it: **Name**, Rank, **Email**, and Affiliation.
- Two buttons at the bottom: "Submit" and "Reset".

Next Steps

- **Business Process Workflow priorities - Knowledge Management**
- **Data ownership and content management - Keep it current and accurate**
- **Security Architecture**
 - Government only data
 - Proprietary data
 - Integration of Government and Industry firewall networks
 - Roles and privileges
- **Convergence with Integration Framework**
- **Tools to support**
 - Workflow-business information flow and controls
 - Advanced feedback - AEFO Tool is an option

**Initiative has Focused on Example Services, Hypothetical Data
Infrastructure is Real!!!**

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